

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

YAT & C (PMU) Department - Tourism Promotion - Designing, Supply and erection of Haritha Lake Resort, Shamirpet Signages and Vinyl stickers for 2 mini buses and 10 Innova cars and Posters - Sanction of Rs.1,44,431/- (Rupees One Lakh Forty Four Thousand Four Hundred and Thirty One Only) - Orders - Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 300

Dated : 15-03-2014

Read:-

From the Executive Director (Marketing), APTDC, Hyderabad,  
LR.NO.TDC/GM/M/PAY TO AAL & TSA - HYD/9/2013, Dated: 25-09-2013.

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**O R D E R:**

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourists attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Places etc., for promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls, hoardings etc.

2. In the reference read above, the Executive Director (Marketing), APTDC, Hyderabad has submitted bills for an amount of Rs.1,44,431/- towards following items in connection with promotion of A.P. Tourism and requested the Government to make the payment:

S.No.	Agency	Purpose	Amount
1.	M/s. Akshara Advertising Limited, Hyderabad Stark Communications (Cochin) Private Limited, Kochi	Designing, fabrication and erection of Glow Sign Board & direction sign boards for Haritha Lake Resort, Shamirpet signage	Rs.1,05,056/-
2.	M/s. Touchstone Advertising Private Limited, Hyderabad	Design, Printing and Mounting of Cut Vinyl stickers for 2 mini buses and 10 Innova cars & Supply of Srisailam & Nagarjunasagar Tour Packages Posters	Rs.39,375/-
<b>TOTAL</b>			<b>Rs.1,44,431/-</b>

3. Government after careful examination of the matter, hereby sanction an amount of Rs.1,44,431/- (Rupees One Lakh Forty Four Thousand Four Hundred and Thirty One Only) to the following towards as mentioned at para-2 above in connection with promotion of A.P. Tourism.

S.No.	Purpose	Amount
1.	M/s. Akshara Advertising Limited, Hyderabad Stark Communications (Cochin) Private Limited, Kochi	Rs.1,05,056/-
2.	M/s. Touchstone Advertising Private Limited, Hyderabad	Rs.39,375/-
<b>TOTAL</b>		<b>Rs.1,44,431/-</b>

4. The amount sanctioned at para-4 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other expenditure”.

p.t.o

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above and disburse the same to the following agencies through bank. The following are the Bank details:

S.No.	NAME OF THE AGENCY	BANK ACCOUNT DETAILS				AMOUNT Rs.
		Name	Branch	Account No.	IFSC Code	
1.	M/s. Akshara Advertising Limited, Hyderabad Stark Communications (Cochin) Private Limited, Kochi	Axis Bank Limited	Mumbai Fort (MH)	910020047482542	UTIB00000004	1,05,056/-
2.	M/s Touchstone Advertising Private Limited, Hyderabad	Bank of Baroda	Banjara Hills	26610 200 00 00 60	BARB0PBBHYD	39,375/-
(Rupees One Lakh Forty Four Thousand Four Hundred and Thirty One Only)						1,44,431/-

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
M/s. Akshara Advertising Limited, Hyderabad Stark Communications (Cochin) Private Limited, Kochi.  
M/s. Touchstone Advertising Private Limited, Hyderabad.  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department,  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.  
The Accounts Officer, YAT & C (PMU - Claims) Department.  
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER